This dataset appears to be related to **customer retention and churn analysis** for a subscription-based service. Here’s an explanation of each column:

1. **CustomerID** – A unique identifier assigned to each customer.
2. **Age** – The age of the customer.
3. **Gender** – The gender of the customer (e.g., Male, Female, Other).
4. **Tenure** – The length of time (in months or years) the customer has been with the company.
5. **Usage Frequency** – How often the customer uses the service (e.g., **Daily, Weekly, Monthly** or a numerical count).
6. **Support Calls** – The number of times the customer has contacted customer support.
7. **Payment Delay** – Indicates whether the customer has delayed payments (e.g., number of days late or a binary **Yes/No**).
8. **Subscription Type** – The type of subscription the customer has (e.g., **Basic, Premium, Enterprise**).
9. **Contract Length** – The duration of the customer’s contract (e.g., **Monthly, Annual, 2-Year Plan**).
10. **Total Spend** – The total amount the customer has spent on the service.
11. **Last Interaction** – The date or time of the customer’s last engagement with the company (e.g., last login, last purchase, last call).
12. **Churn** – Indicates whether the customer has left the service (**1 = Churned, 0 = Active**).